

Agritourism: What does it mean for Rural NC?



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Agritourism: What does it mean for Rural NC?

Overview

- ❖ Defining agritourism
- ❖ Rural micro-entrepreneurs in NC
 - *People-First Tourism*
- ❖ Does it really work?
 - Three levels of analysis
 - Three dimensions

Norris Farm
(Boonville, NC)



The Meaning of Agritourism

Agritourism (USDA Census)

Income from recreational services such as hunting, fishing, farm or wine tours, hay rides, etc.



Myron Smith
Benson (NC)

Agritourism in NC (2002-2007)

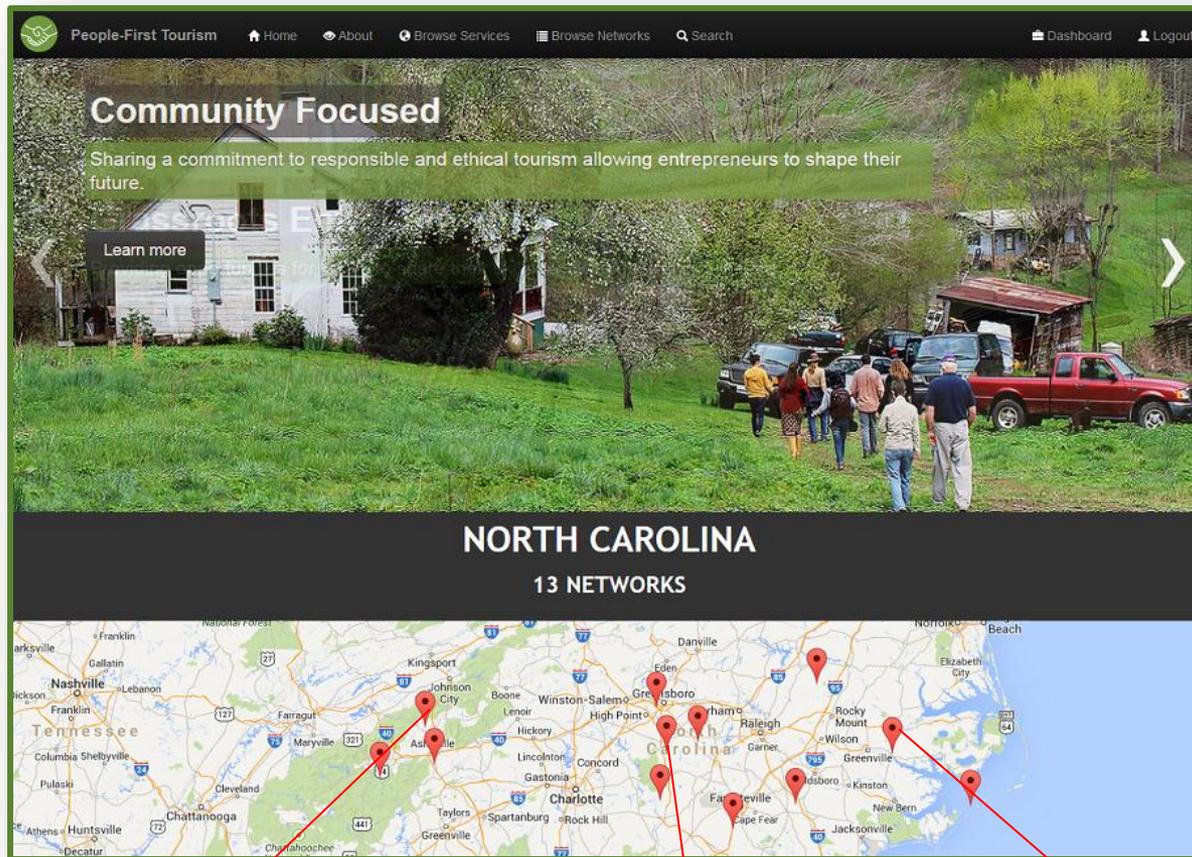
- Slight decrease in the number of agritourism farms (from 622 to 602 farms)
- Significant increase in agritourism-related income (from \$1.9 to \$12.7 M)

The Meaning of Agritourism

1. Setting
 - Working farm
 - Non-working farm (e.g., abandoned mill)
2. Contact
 - Direct (e.g., learning to grow mushrooms)
 - Indirect (e.g., eating farm products)
 - Passive (e.g., wedding)
3. Experience
 - Authentic (e.g., U-pick)
 - Staged (e.g., winery tours)
4. Activity
 - Recreation (e.g., rides)
 - Education (e.g., workshops)

Visiting a working farm or other agricultural setting for recreation or education purposes.

A marketplace for rural tourism micro-entrepreneurs



Equitable Economic
Development

Local Foods
Movement

Military
Readiness



Equitable Economic Development from Tourism

People-First Tourism [Home](#) [About](#) [Browse Services](#) [Browse Networks](#) [Search](#) [Dashboard](#) [Lo](#)

Service Details - Gardening demonstrations and tours [edit](#) | [remove](#)



\$50.00

Come to visit us and choose from a menu of demonstrations and/or workshops. • General Homesteading introduction. Includes full tour of the farm, hoophouse, chickens, shiitake cove, root cellar. (1-2 hours.) • Upcycled Bread. A unique approach to homemade bread using what's on hand. (1-2 hours.) • Fermentation demonstrations. Introduction will touch on the probiotic advantages of fermentation and the tools, recipes, and methods you can use at home. Choose your focus on either kraut/pickled vegetables or winemaking. (1-2 hours.) Session time will vary depending on the number in the group, but generally all sessions will last between

Provided by

 Rod Bowling & Cindy Trisler of Mudluscious Pottery and Gardens
[Learn more about this entrepreneur](#)

Location [Map It!](#)

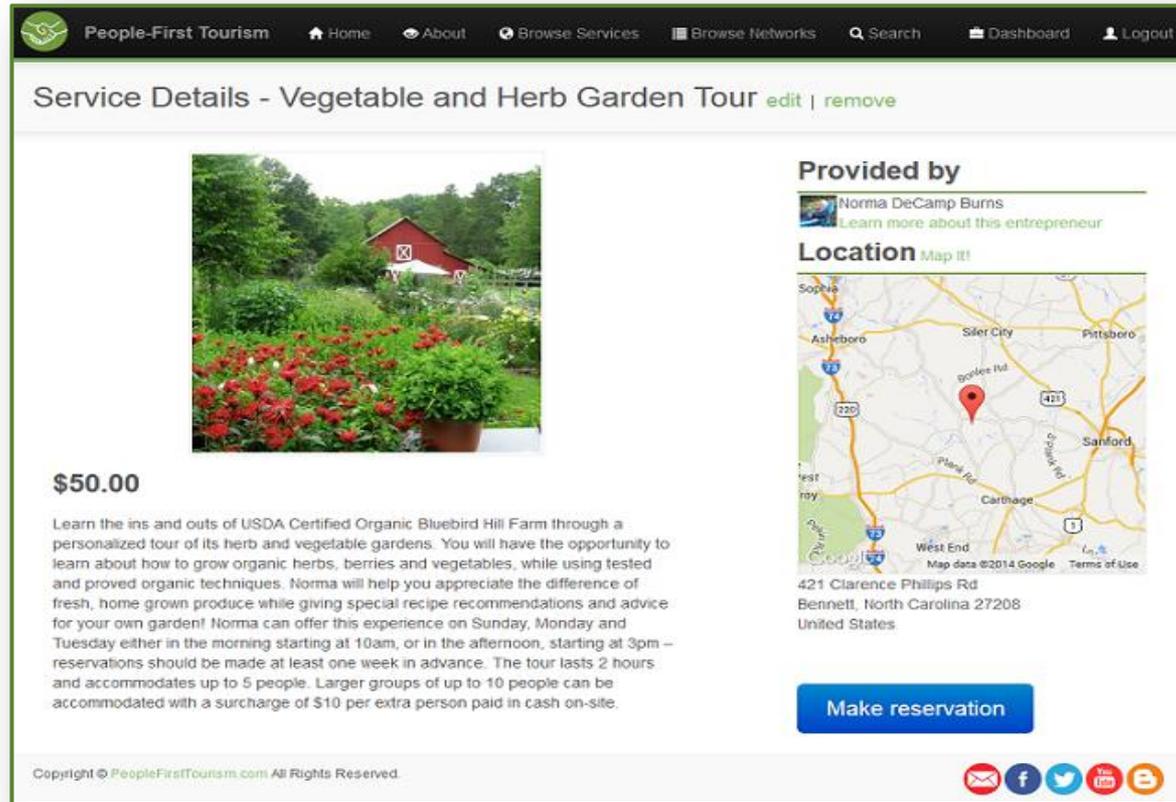


2993 Hamburg Road
Mars Hill, North Carolina 28754
United States

- The Biltmore received 1.2 million visitors in 2013
- P1T Madison network draws visitors from Asheville on day trips
- Improved destination competitiveness, increased length of stay



Support of Local Foods Movement

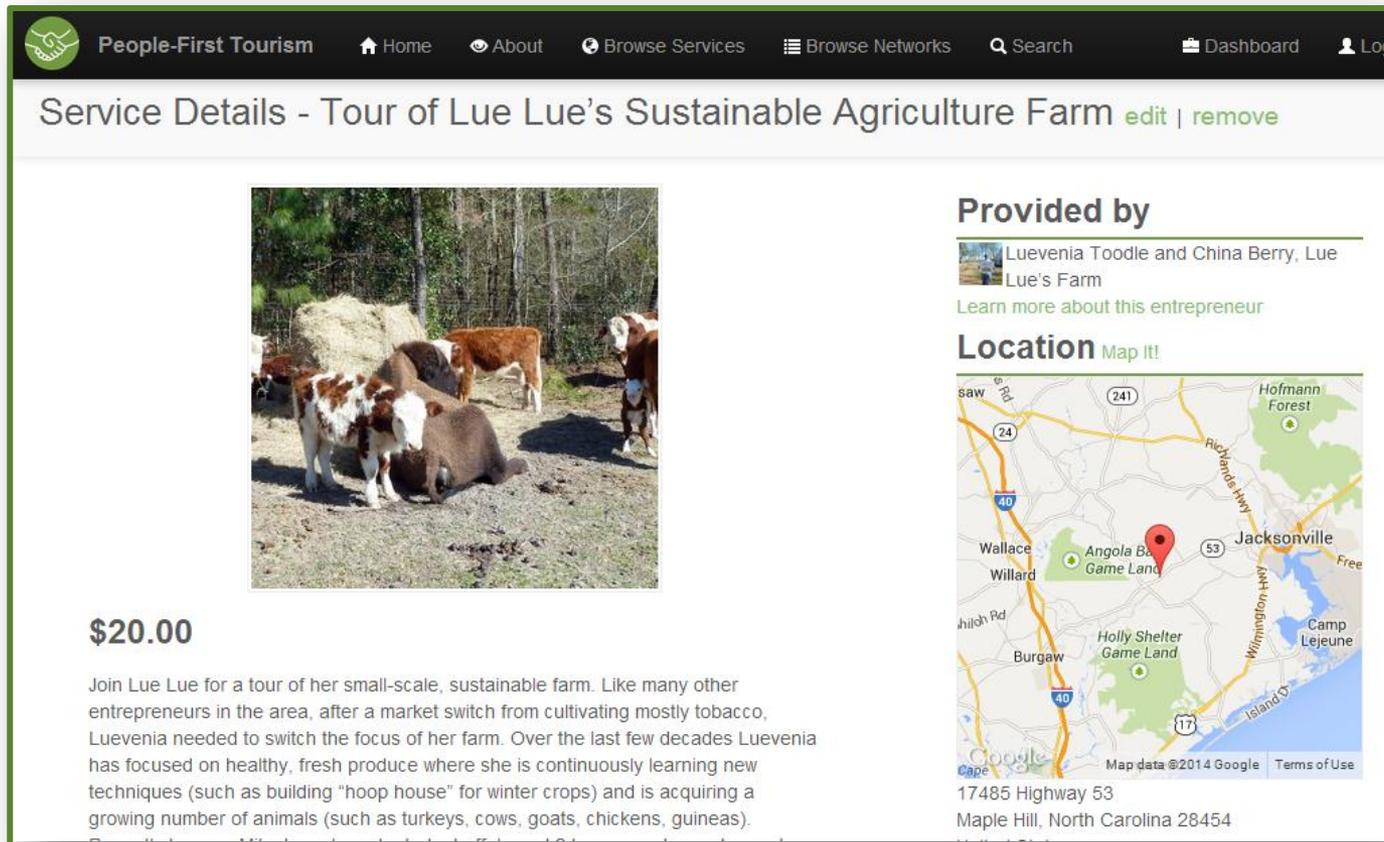


The screenshot shows a website interface for 'People-First Tourism'. The main heading is 'Service Details - Vegetable and Herb Garden Tour' with 'edit' and 'remove' links. A photograph of a garden with a red barn in the background is displayed. The price is listed as '\$50.00'. The description states: 'Learn the ins and outs of USDA Certified Organic Bluebird Hill Farm through a personalized tour of its herb and vegetable gardens. You will have the opportunity to learn about how to grow organic herbs, berries and vegetables, while using tested and proved organic techniques. Norma will help you appreciate the difference of fresh, home grown produce while giving special recipe recommendations and advice for your own garden! Norma can offer this experience on Sunday, Monday and Tuesday either in the morning starting at 10am, or in the afternoon, starting at 3pm – reservations should be made at least one week in advance. The tour lasts 2 hours and accommodates up to 5 people. Larger groups of up to 10 people can be accommodated with a surcharge of \$10 per extra person paid in cash on-site.' The 'Provided by' section identifies 'Norma DeCamp Burns' as the entrepreneur. The 'Location' section includes a map and the address: '421 Clarence Philips Rd, Bennett, North Carolina 27208, United States'. A blue 'Make reservation' button is visible. The footer contains copyright information and social media icons for email, Facebook, Twitter, YouTube, and Blogger.

- Angelina's Kitchen restaurant sources food products from local farms and directs patrons to the P1T farms
- Local small organic farms are more financially viable; restaurant is more successful; visitors learn and enjoy experience
- County Tourism office and Coop Extension office collaborate



Military Readiness



The screenshot shows a website interface for "People-First Tourism". The navigation bar includes links for Home, About, Browse Services, Browse Networks, Search, Dashboard, and Log. The main heading is "Service Details - Tour of Lue Lue's Sustainable Agriculture Farm" with "edit" and "remove" options. A photograph of several cows in a field is displayed. Below the photo, the price is listed as "\$20.00". A descriptive paragraph follows, detailing the farm's transition from tobacco to sustainable agriculture. To the right, the "Provided by" section identifies "Luevenia Toodle and China Berry, Lue" of "Lue's Farm" and includes a link to learn more. The "Location" section features a map of the area around Jacksonville, North Carolina, with a red pin marking the farm's location at 17485 Highway 53, Maple Hill, North Carolina 28454. The map also shows nearby landmarks like Angola Bay Game Land and Holly Shelter Game Land.

People-First Tourism Home About Browse Services Browse Networks Search Dashboard Log

Service Details - Tour of Lue Lue's Sustainable Agriculture Farm edit | remove



\$20.00

Join Lue Lue for a tour of her small-scale, sustainable farm. Like many other entrepreneurs in the area, after a market switch from cultivating mostly tobacco, Luevenia needed to switch the focus of her farm. Over the last few decades Luevenia has focused on healthy, fresh produce where she is continuously learning new techniques (such as building "hoop house" for winter crops) and is acquiring a growing number of animals (such as turkeys, cows, goats, chickens, guineas).

Provided by

Luevenia Toodle and China Berry, Lue
Lue's Farm
[Learn more about this entrepreneur](#)

Location [Map It!](#)



17485 Highway 53
Maple Hill, North Carolina 28454

- Marines and Army need rural land to remain mission-compatible
- Agritourism creates new sources of revenue for working lands
- Soft approach wins hearts and minds of neighboring communities



The Big Questions of Agritourism

Agritourism is one form of on-farm enterprise developed to increase farm revenues or values



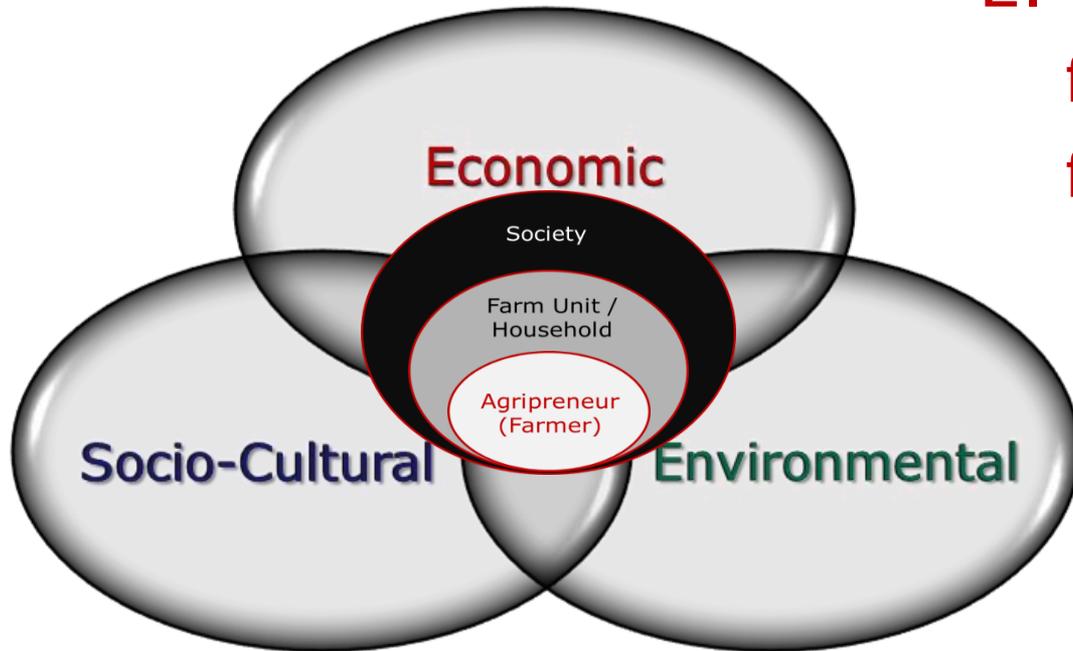
Sanders Ridge Farm
(Boonville, NC)



- ❖ Does agritourism *really* work (\$)?
- ❖ Who benefits?
- ❖ How sustainable is agritourism?

Agritourism Assessment: A System's Approach

1. Farmers have a diverse set of economic and non economic goals.

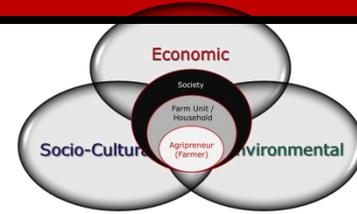


2. The wellbeing of the farm household drives farmer's decisions.

3. Agritourism promotes rural development.

4. Agritourism as a sustainable strategy.

Agritourism Assessment: The Agripreneur



Farmers' Goals:

Firm Profitability

- Decrease fluctuations in farm revenue
- Meet financial obligations
- Better utilize farm resources
- Off-season revenue generation
- Reduce impact of catastrophic events

Market Driven

- Increase direct sale of farm products
- Better serve current customers
- Capture new customers
- Educate the public about agriculture
- Increase sale of value-added products

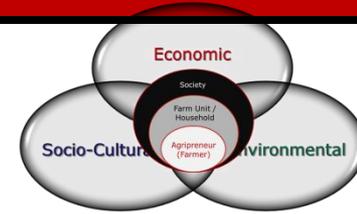
Family Connections

- Provide employment for family members
- Keep the farm in the family
- Enhance family quality of life

Personal Pursuits

- Make money from a hobby or interest
- More revenues to keep them farming
- Keep you active

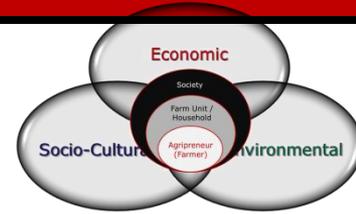
Agritourism Assessment: The Agripreneur



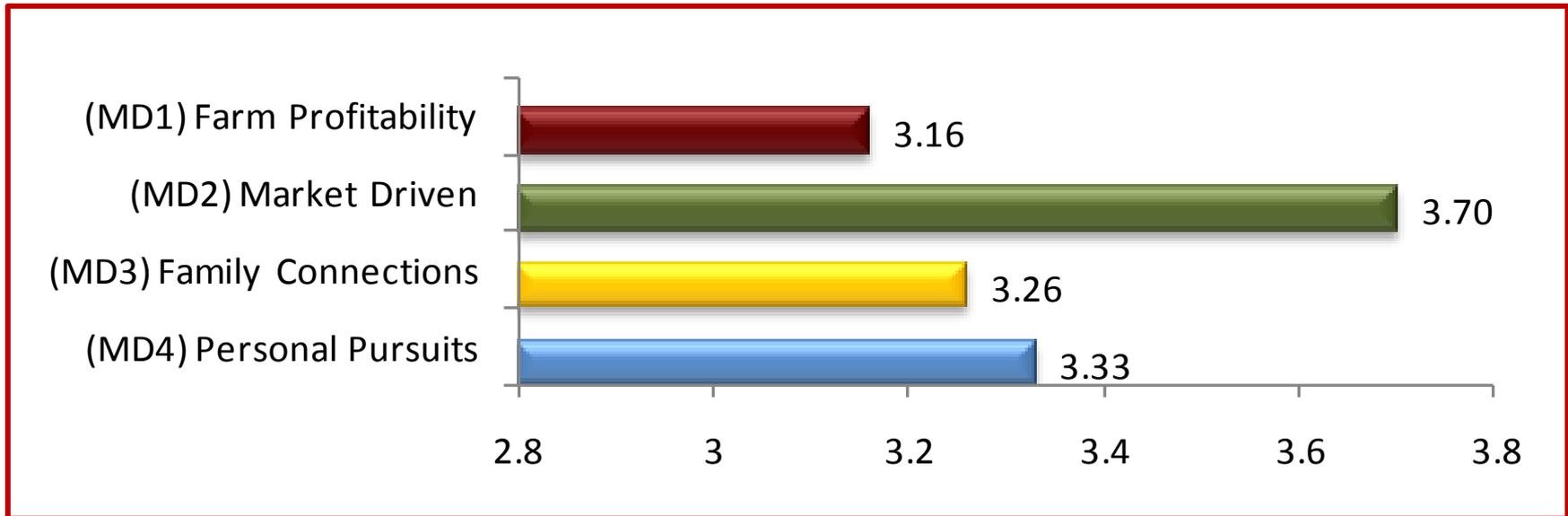
Importance of AT in Goal Accomplishment	n	Mean¹
Capture new customers	152	4.05
Educate the public about agriculture	150	3.90
Enhance family quality of life	148	3.83
Better serve current customers	149	3.68
Keep you active	153	3.60
Increase direct-sale of value-added products	145	3.50
Additional revenues to keep farming	149	3.42
Increase direct-sale of other products	149	3.37
Decrease revenue fluctuations	153	3.34
Enhance ability to meet financial obligations	154	3.30
Keep the farm in the family	148	3.15
Better utilize farm resources	147	3.08

5-pt Likert Scale: (1) = Not important; (3) = Somewhat Important; (5) = Extremely Important.

Agritourism Assessment: The Agripreneur

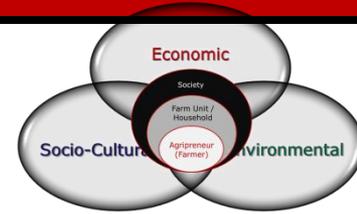


Accomplishment by Goal Dimension

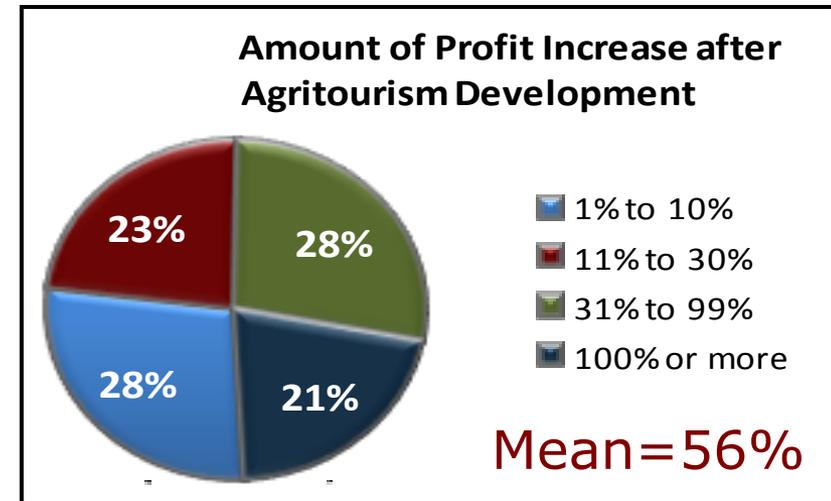
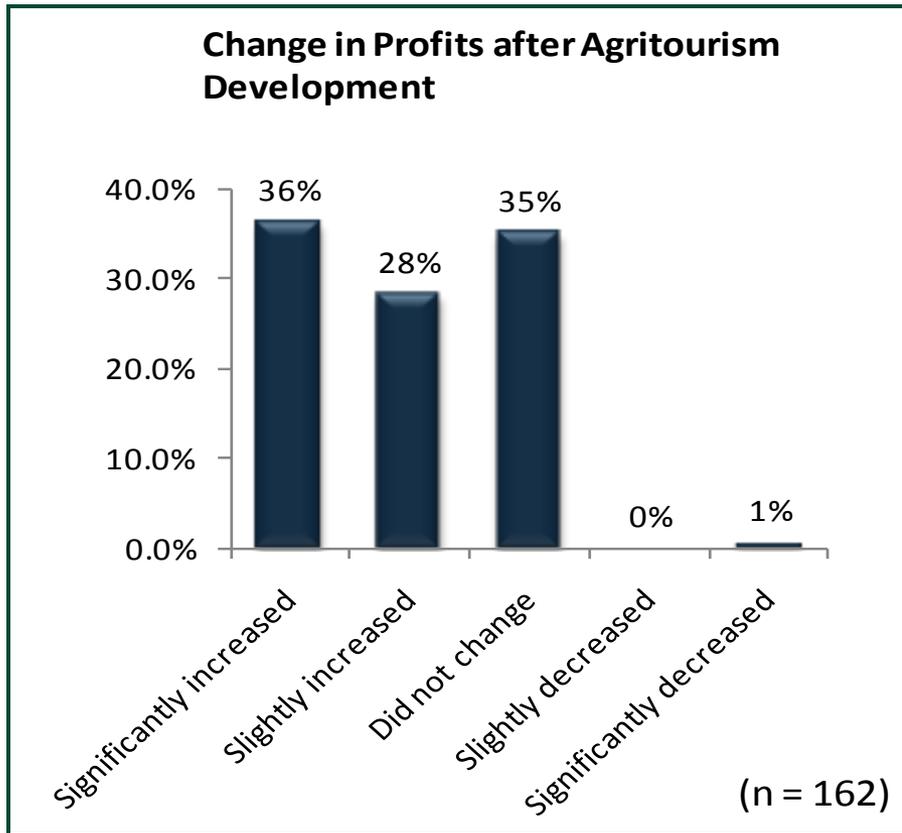


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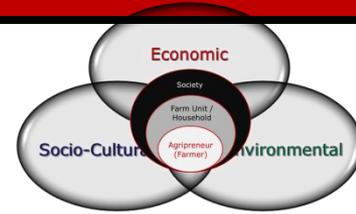
Agritourism Assessment: The Farm Household



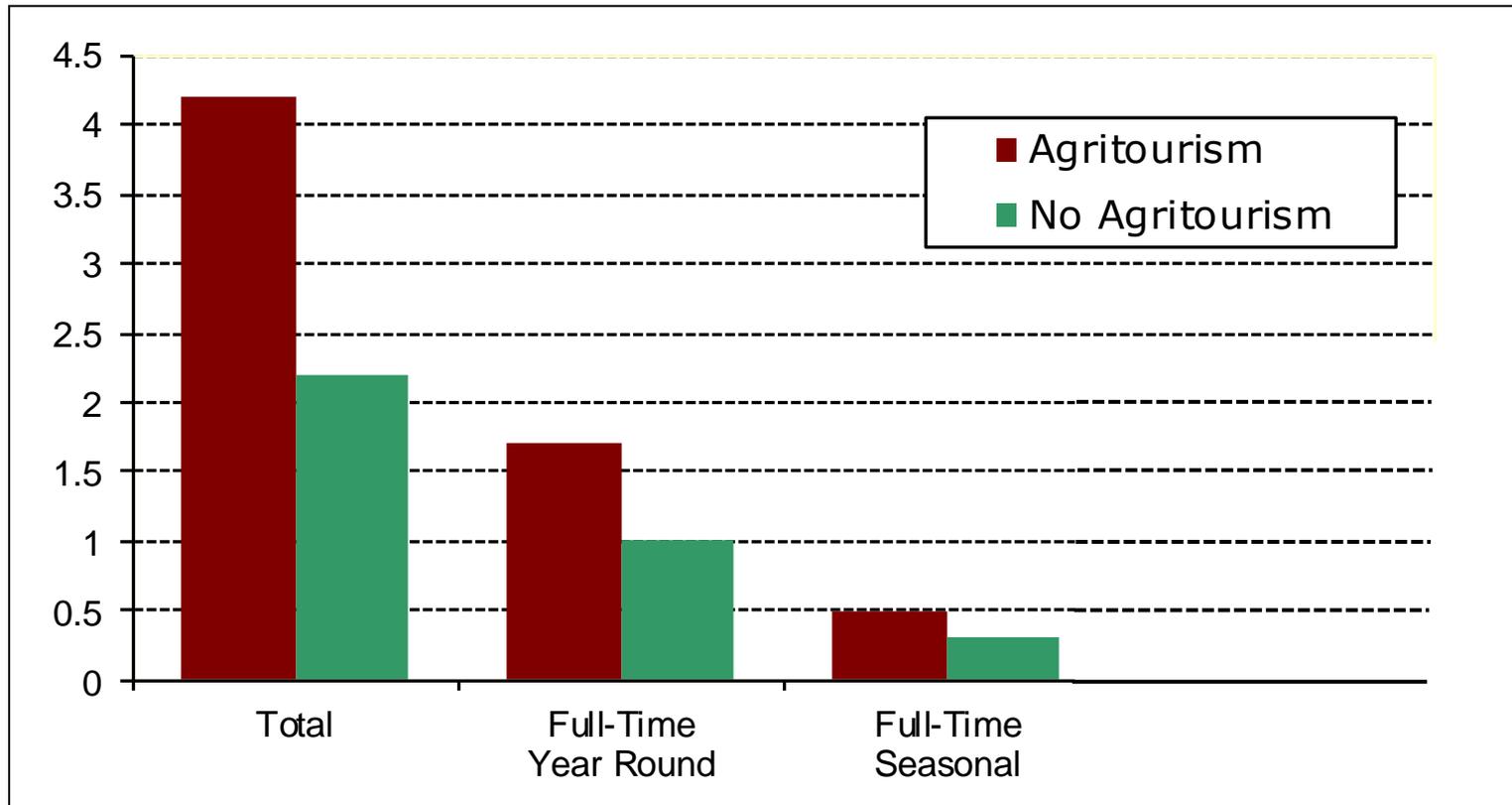
1. Effect on Profits



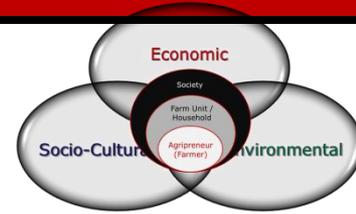
Agritourism Assessment: The Farm Household



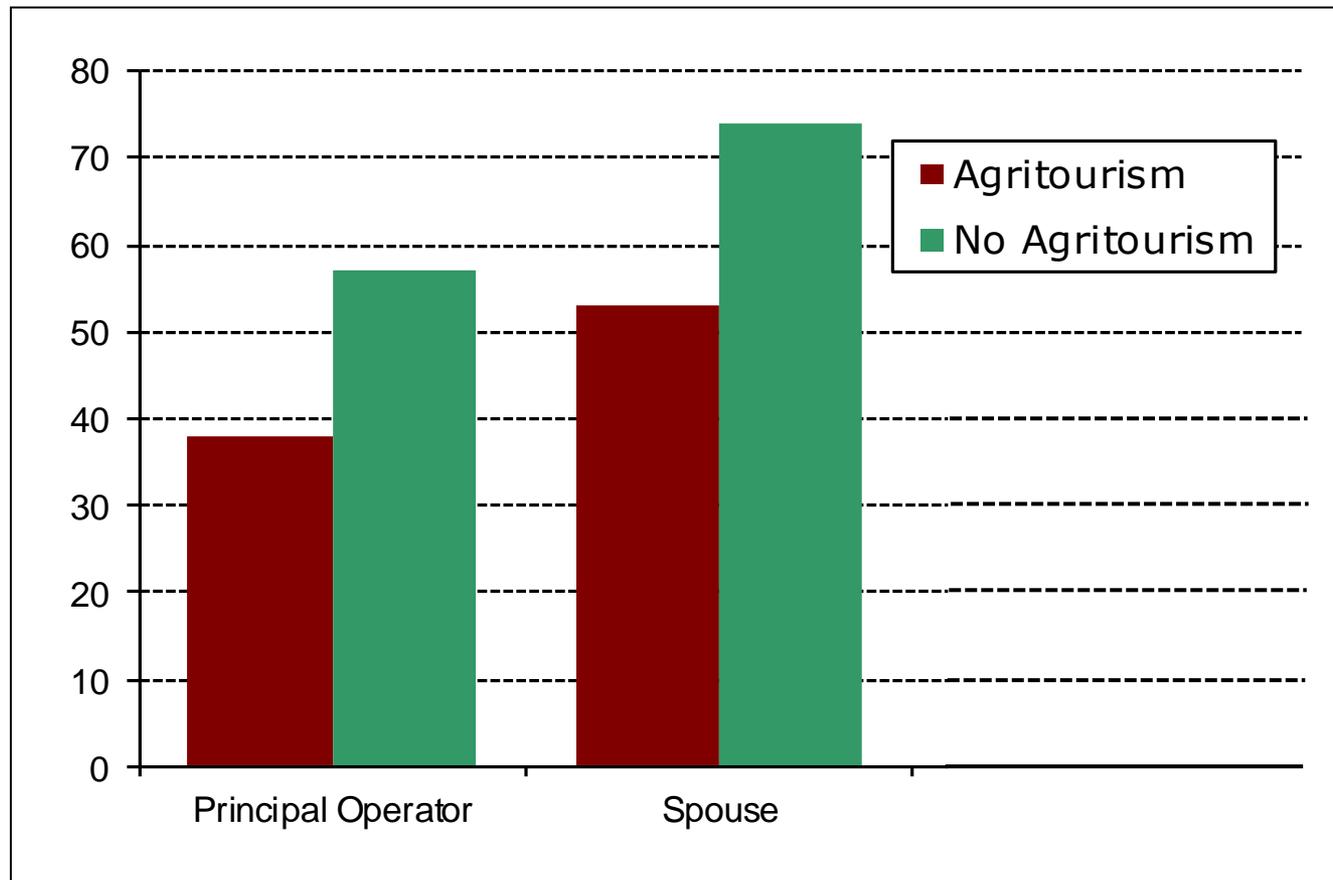
2. Impact on Family Employment



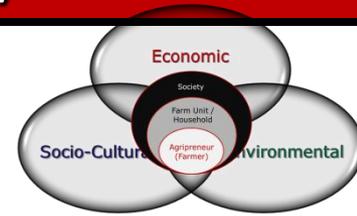
Agritourism Assessment: The Farm Household



3. Impact on Off-farm Employment



Agritourism Assessment: Society



1. Economic: Perceived Benefits

Rank:

1 - Generating additional income for farmers and land owners*

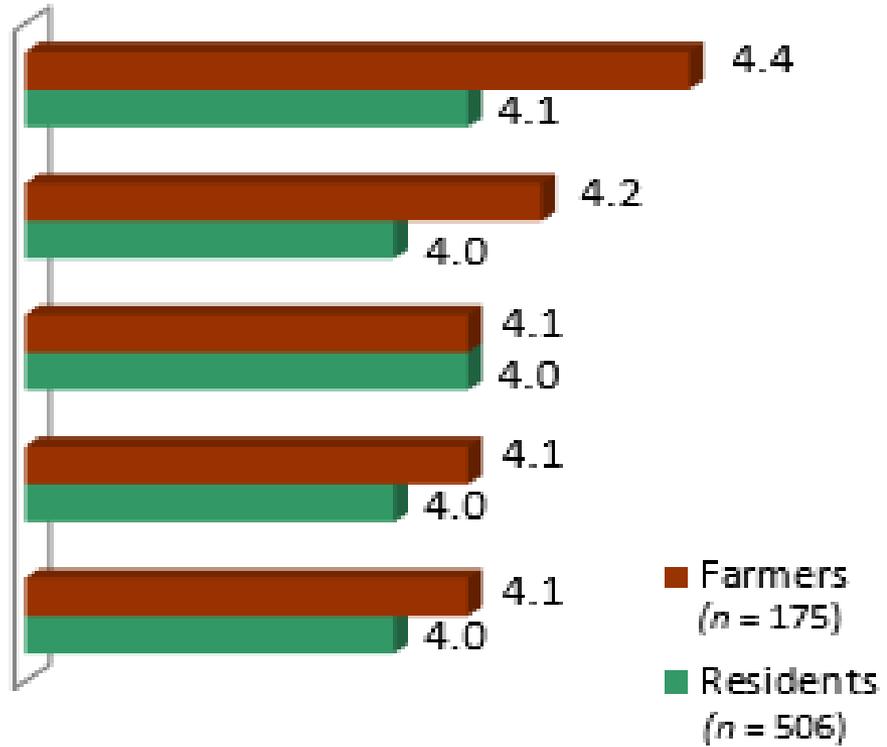
2 - Enhance the tourism appeal of rural areas*

2 - Revitalize local economies

2 - Provide job opportunities for farm household members

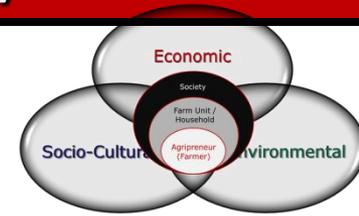
3 - Enhance the quality of life of local people

* indicates statistical difference

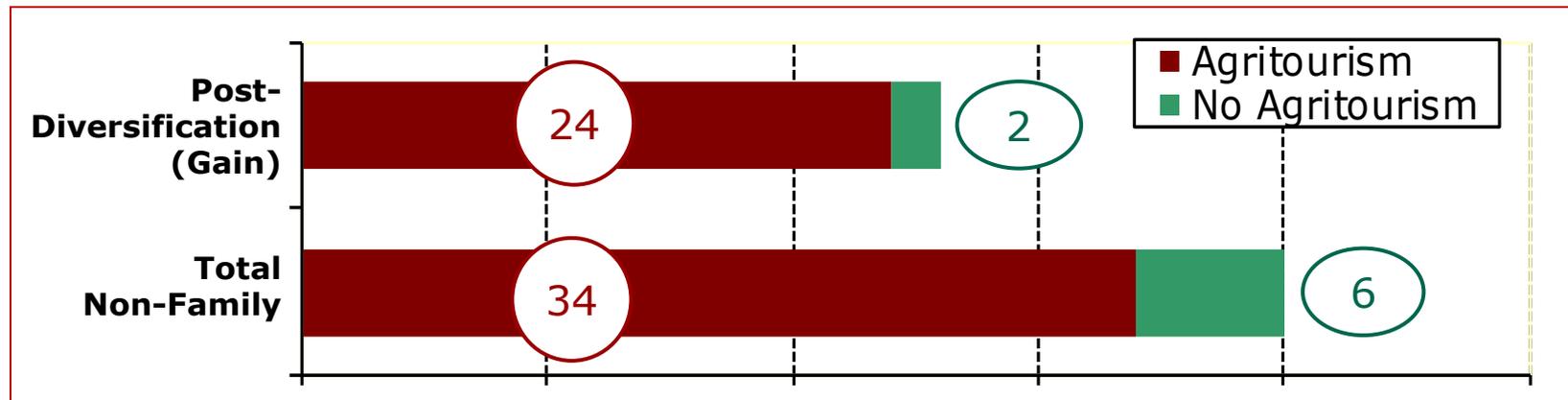


Scale: 1 = "Very unimportant"; 5 = "Very important".

Agritourism Assessment: Society



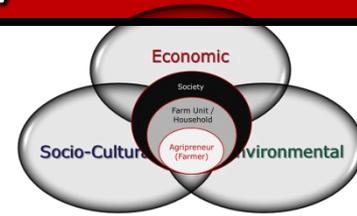
1. Economic: On-farm Employment



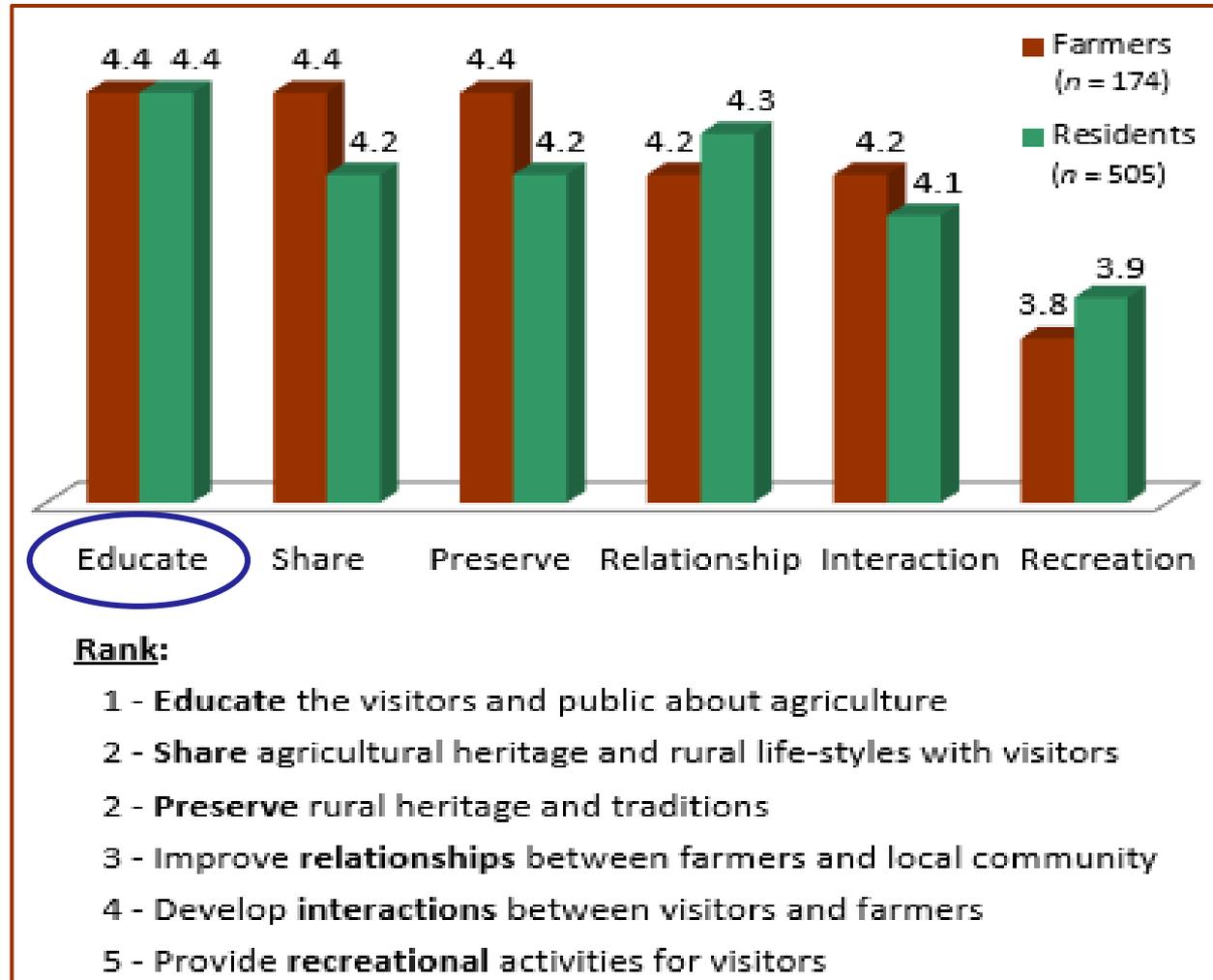
(Barbieri, 2013)
U.S., 2005 ($n=873$; $p<.05$)

Sanders Ridge Vineyard
(Boonville, NC)

Agritourism Assessment: Society



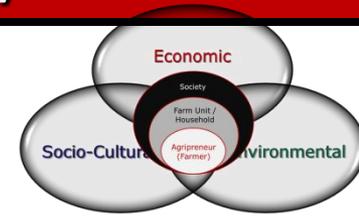
2. Socio-Cultural: Perceived Benefits



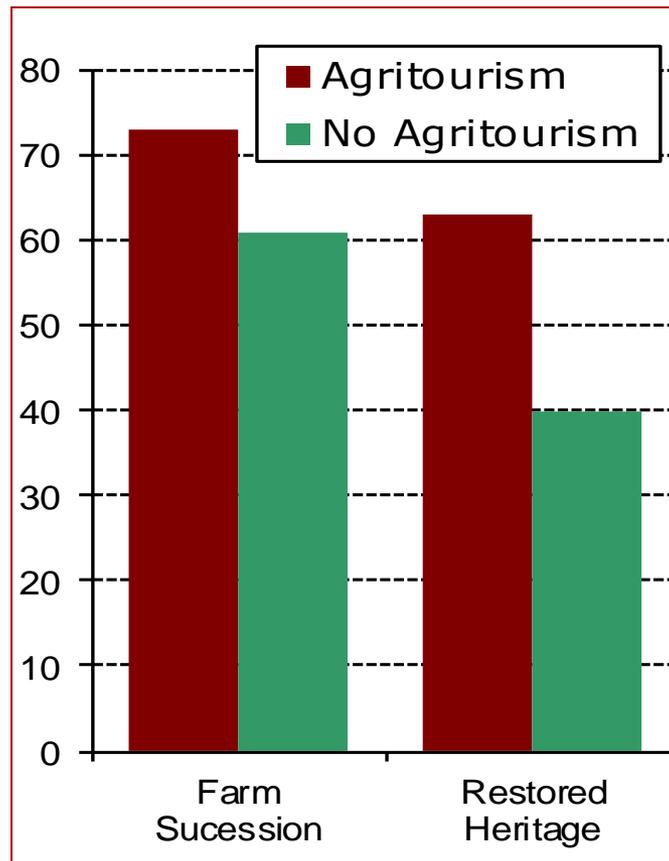
Scale: 1 = "Very unimportant"; 5 = "Very important".

North Carolina, 2011
(n=681; p<.05)

Agritourism Assessment: Society

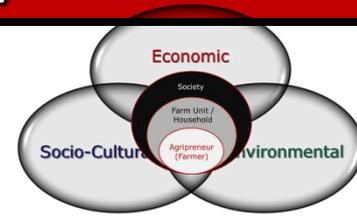


2. Socio-Cultural: Family Farm Heritage

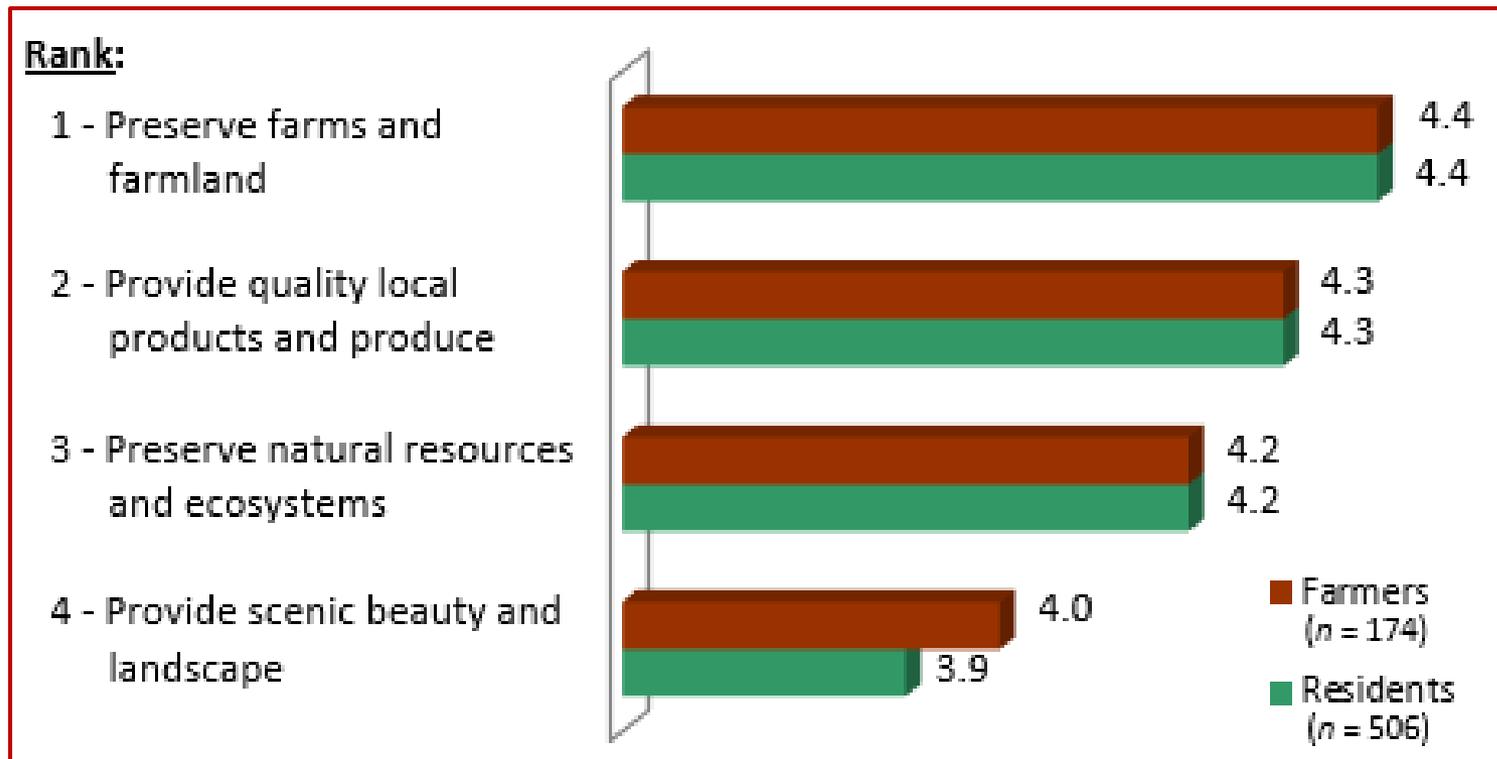


Norma DeCamp Burns
Bennett (NC)

Agritourism Assessment: Society

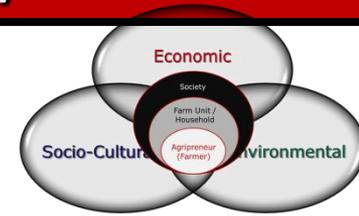


3. Environmental: Perceived Benefits



Scale: 1 = "Very unimportant"; 5 = "Very important".

Agritourism Assessment: Society



3. Environmental: Farming Practices

- Wildlife habitat improvement: 50%
- Integrated Pest Management: 48%
- Water conservation: 65%



Cohen Farm
(Pittsboro, NC)

Wrapping-Up

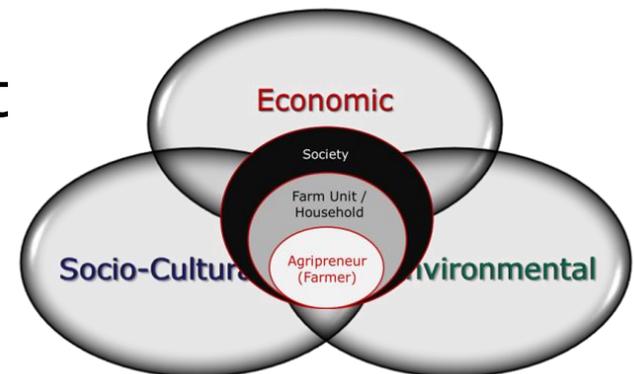
- ❖ Agritourism is visiting a working farm or other agricultural setting for recreational or educational purposes



Rejected working facilities
for landscaping only

- ❖ People-First Tourism: How agritourism works in rural North Carolina

- ❖ Agritourism System's Assessment
 - Three dimensions
 - Three levels of analysis



Wrapping-Up

❖ Farmer level...

Satisfies a mix of economic & non-economic goals



Attitudes or behaviors?

❖ Farm Household level...

- Increases farm profits
- Creates jobs and reduces off-farm employment
- Preserves farming life-style



Indirect gains?

❖ Society level...

- Creates jobs
- Preserves farm heritage
- Fosters environmental friendly farming practices



Impacts on visitors?

Thank You!



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